

EC'd Yes Last Received: 06/29/2012 5:36 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () SMART MEDIA GROUP Rep Firm () PHILADELPHIA
Advertiser () ALLEN FOR SENATE 814 KING STREET - SUITE 200 Sales Office ()
Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	F	1135P-1235A	TONIGHT SHOW	:30	\$150.00	09/07-09/07	1	1	1	\$150.00	
Rating: 2.6												
	32	SA	1130P-1A	SNL	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	
Rating: 4.1												
	33	SU	1130P-12A	INSIDER WEEKEND	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
Rating: 3.3												
	34	TU	11P-1135P	NEWS AT 11	:30	\$450.00	09/04-09/04	1	1	1	\$450.00	
Rating: 4.8												
	35	TH	11P-1135P	NEWS AT 11	:30	\$450.00	09/06-09/06	1	1	1	\$450.00	
Rating: 4.8												
	36	SA	11P-1130P	NEWS	:30	\$450.00	09/08-09/08	1	1	1	\$450.00	
Rating: 5.4												
	37	SU	11P-1130P	NEWS	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
Rating: 5.4												
	38	M	9P-10P	AMER NINJA WARRIOR	:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
Rating: 4.3												
	39	SU	8P-10P	AMER GOT TALENT ENC	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
Rating: 4.6												

---REPORT TOTALS---
Report Totals: 39 / \$10,550.00

---SALES MONTHLY TOTALS---

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Advertiser () ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 904910
Buyer Michele Brooks
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/904910
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sep 12: 39 / \$10,550.00
Sales Totals: 39 / \$10,550.00
Station Totals: 39 / \$10,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$36,379

CATV	0%	WAVY	29%	WGNT	0%	WPXV	0%	WTKR	24%
WTVZ	0%	WVBT	16%	WVEC	31%				

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE